

**Minutes of Regular Meeting of the
Oklahoma Educational Television Authority**

1:00 p.m., Tuesday, April 23, 2024
OETA Media Center Conference Room
7403 N. Kelley Ave.
Oklahoma City, Oklahoma

DIRECTORS PRESENT:

Jeanie Webb, Chair
Wendy Argenbright, Vice Chair
Lisa Greenlee
Kara Hall
Bryan Harwell
James Isaacs
Diana Lovell

DIRECTORS ABSENT:

Karen Auer
Terri Cornett
Allison Garrett, Secretary-Treasurer
Joseph Harroz, Jr
Kayse Shrum
Ryan Walters

VISITORS PRESENT: Assistant Attorney General Arden Nerius and President Garrett King of the Friends of OETA Board of Directors.

STAFF PRESENT: Executive Director Polly Anderson; Chief Operating Officer Shawn Black; Vice President of Engineering & IT Lawson Adams; Vice President of Local Content Susan Cadot; Vice President of Educational Outreach Darrell Strong; Education Program Manager Liza Odom; and Executive Assistant Brandy Kennedy.

The Oklahoma Educational Television Authority Board of Directors met in person at 1:00 p.m. on Tuesday, April 23, 2024. A Notice of Meeting had been filed with the Secretary of State and copies of the Agenda and meeting documents were posted in accordance with provisions of the Open Meeting Act.

Chair Webb called the meeting to order. Anderson called the roll. It was determined that a quorum was present and the meeting was called to order at 1:00 p.m. Staff and guests present were introduced.

Item #4 (Action)

The Board reviewed the minutes for the special meeting of March 5, 2024. A motion was made to approve the minutes by Harwell, and it was seconded by Hall. A roll call vote was conducted, and the motion to approve the minutes carried at 1:04 p.m.

Item #5

Regarding department reports, Anderson opened that in development, the donor retention rate is high at 74.7%. She also indicated that OETA is now able to put local messages within programs, so it has become a new avenue for fundraising. She described that presently OETA is using "Become a Member today," and that in the future she believes OETA will be able to use the local messaging for corporate sponsorships as well.

Anderson explained that the *PBS LearningMedia* site is now at 44,258 registrants, and that it provides an outlet for local teachers, parents and others to find free educational resources

for children. Anderson indicated that the Education Department is also continuing efforts with the Jobs Explained grant that focuses on aerospace in Oklahoma, noting that two of the social media posts have gone viral.

Anderson announced that the Engineering and Technology Department has been working on a new and more expansive newsroom, in addition to HVAC unit replacement. Relating to the News Department, Anderson announced that OETA is receiving a highly prestigious OAB award for the "Black Frontier Towns" feature on the *Oklahoma News Report*. She also relayed to the Board that OETA's digital short, *Aqui en Oklahoma*, will be featured in the PBS Annual Meeting.

In the Operations Department, Anderson pointed out that not only are locally produced OETA shows like *Back in Time* streaming in Oklahoma, but also in other states. She also informed the Board that the top 6 shows in Nielsen ratings were all *Antiques Roadshow* episodes. Relating to the Marketing & Communications Department, Anderson told the Board that a new Vice President, Jennifer Mullins, will begin in May.

Anderson informed the Board that she has recently been elected to serve as Vice Chair to the group of state networks called the Organization of State Broadcasting Executives (OSBE). She specified that there are few state networks that receive state funding, so OSBE also meets to deliberate over those unique challenges.

Item #6

The Chair commended OETA staff for meeting the challenges of providing quality programming, evidenced by the awards OETA receives every year.

Item #7 (Action)

Black relayed to the Board the financial reports. He noted that OETA encumbers funds that will then later be released at the end of the fiscal year. He indicated OETA's trend is below the total expenditures that was budgeted. He discussed the personnel report. Greenlee made a motion to approve the financial and personnel reports, and Argenbright seconded the motion. A roll call vote was conducted and the motion carried unanimously at 1:20 p.m.

Item #8

The Chair opened consideration of the naming of a nominating committee to recommend candidates for Officers to serve during FY 2025. She said the members of the nominating committee are current Chair Webb, the immediate Past-Chair Greenlee, and a third member at large, Lovell. The Chair indicated that they would bring a slate forward in the next meeting.

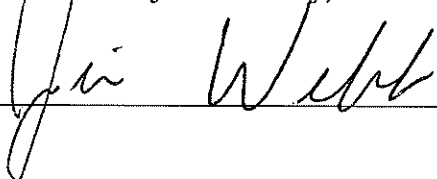
Item #9

The Chair announced the next regular meeting is set for Tuesday, June 25, 2024 at 1 p.m. at the OETA network headquarters in Oklahoma City, OK.

Adjournment

There being no further business to come before the Authority, Chair Webb called the meeting adjourned at 1:24 p.m.

Adopted this day of Tuesday, June 25, 2024.



Jeanie Webb, Chair



Wendy Argenbright, Vice Chair